

MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC #

044-2016

LETTER TO COMMISSION

TO: Mayor Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: February 1, 2016

SUBJECT: Personnel changes in the Office of Communications



The purpose of this Letter to Commission is to provide information regarding personnel changes in the Office of Communications. In response to the resignation of the Director of the Office of Communications on January 29th, I have decided to name Tonya Daniels, the current Marketing, Tourism, and Development Manager, as the interim Director of the Office of Communications. Her resume is attached hereto. I believe most of you know her, but please feel free to reach out to her to become more acquainted and share your vision for Communications.

This change in personnel has given us the opportunity to reassess the structure of the Office of Communications as well as the overall function of the department. We decided to take a look at the current marketing and communications structures and reassess how we look at each function. Currently, the Office of Communications consists of public information, design, and media staff. In addition, this department has worked very closely with our Marketing, Tourism, and Development Manager, currently located in the Department of Tourism, Cultural, and Economic Development.

During this review process we decided that it would be more effective if we moved Marketing back to Communications and restructure the department to more closely reflect an internal full-service marketing and communications agency. We have also decided that the Community Outreach position currently located in the City Manager's office should also be included in the Office of Communications as part of the overall infrastructure to communicate and market the City and its programs.

This new team will be responsible for the overall Miami Beach brand and will begin to look at all communications and marketing functions holistically rather than as two separate functions. We believe that in doing this we will be able to continue to grow the Miami Beach brand as well as deliver superior service to our internal departments.

Tonya A. Daniels

3917 Sheridan Street ~ Hollywood, FL 33021 ~ tonyadaniels0@gmail.com ~ 815.289.0738

Qualifications

- Solutions-oriented team player
- Over 8 years of public sector management experience
- Strong analytical and organizational skills

Education

2012 Rockford University, Rockford IL – **Masters, Business Administration**

2001 Northern Illinois University, DeKalb, IL - B.S., **Business Marketing**

Experience

City of Miami Beach – Miami Beach, Florida

May 2014 - Present

Marketing, Tourism and Development Manager

- Led all sponsorship and marketing projects for the City of Miami Beach.
- Developed City Licensing and Merchandising Strategic Plan.
- Managed relationship with exclusive sun care partner, including successfully launching free sunscreen dispensers throughout the city.
- Led Sponsorships and advertising sales resulting in continuous year-over-year increases, resulting in over \$1,200,000 in sales for fiscal year 2015.
- Led in developing and managing city marketing plans, totaling \$555,000, for all city departments, programs and events per year.
- Worked with Coca-Cola to launch, for the first time in over 10 years, a commemorative bottle with the centennial logo on it as well as a specially designed carrier.
- Led centennial marketing committee, including working with the Greater Miami Convention Visitors Bureau to develop and launch an international marketing campaign.

City of Miami Beach – Miami Beach, Florida

January 2013- May 2014

Development Coordinator

- Successfully negotiated over \$500,000 in sponsorship and advertising sales within the first six months of employment.
- Developed new public relations materials to enhance the city's image and promote public and private partnership programs.
- Managed citywide Coca-Cola contract including marketing programs valued at over \$200,000 annually.
- Assisted in the development of licensing contract for exclusive Miami Beach skincare products.
- Began development and creation of official city of Miami Beach retail store.
- Led city departments in creation of marketing plans, and managed fulfillment, valued at over \$250,000.
- Led the development of a city-wide agreement with the Miami Herald for advertising, resulting in over \$250,000 in added value advertising per year.
- Developed sponsorship packages for all City events including pricing, marketing inclusion and PR inclusions and signage - resulting in the addition of 21 new annual advertising contracts with sponsors and advertisers.

Rockford Park District – Rockford, Illinois

Corporate Partnership Manager

October 2007- September 2012

- Managed corporate partnership program for \$31 million district including sales, invoicing, fulfillment and relationship management.
- Exceeded all partnership sales goals set by at least 26% per year.
- Responsible for a total of \$2,726,896 in partnership sales.
- Developed and managed brand alliances utilizing multi-channel marketing concepts.
- Developed and managed strategic events to utilize cross-channel promotion strategies.
- Met with over 120 companies annually to conduct a market needs analysis.
- Created and presented over 120 custom marketing presentations per year.
- Developed marketing and media plans for partners and alliances.
- Managed event budgets to ensure profits over expenses.
- Successfully negotiated brand partnership contracts.
- Coordinated with Rockford Park District Foundation to leverage and build relationships.
- Attended all committee and board meetings for Rockford Park District Foundation.
- Led donor development events with Rockford Park District Foundation.
- Successfully leveraged corporate relationships to build additional revenue.
- Hired, trained, and managed team of administrative staff.
- Featured in trade publication for success of business development program.
- Managed website and social media updates for contract fulfillment.
- Created and maintained department annual budget and operations plans.
- Overhauled the sales program to create a la carte options; annually increased sales by 25% per year.
- Trained 185 full time managers on partnership event sales policies and procedures.
- Increased the amount of corporate partners from 26 to 105 over two years.
- Presented to all levels of management in prospective companies.
- Managed sales program for more than 15 programs/facilities/events.
- Successfully maintained and grew relationships with all business partners.
- Organized and held recognition event for over 200 business partners per year.
- Created custom direct mailings to target specific partners.
- Wrote and pitched media partnership proposals.
- Created marketing and advertising materials including print and radio.
- Served and held integral roles on internal employee committees.
- Managed training of employee recognition program for 200 full-time employees.

Professional Graphics, Inc. – Rockford, Illinois

November 2005- October 2007

Outside Sales Manager

- Met and exceeded sales target within the first six months as an active sales representative; sales target was \$175,000 with total sales reaching over \$250,000.
- Specialized in new customer development, including researching and cold calling on potential customers to introduce the company.
- Responsible for maintaining client relationships, managing projects, planning tradeshow, client presentations and continuous research of the market.
- Actively involved with the community promoting products through networking and media communications.

Professional Affiliations

- Licensing Industry Manufacturers Association, Member
- Certified Licensing Executive, 2015-2018
- GMCVB, Marketing Committee member

Organizations/Volunteer work

- Janet Wattles Center, Berry Ball Committee member
- Arthritis Foundation, ARFritis Walk Committee, member
- Rockford Park District Foundation, Great Golf Ball Drop, Committee Chair
- Rockford Chamber of Commerce, IGNITE Young Professionals Network
- Rockford Chamber of Commerce, Leadership Development Program graduate
- Community Foundation of Northern Illinois Scholarship Committee, member
- Rockford University MBA Student Advisory Committee, member